

## ABSTRACT

[0055] In accordance with a preferred embodiment, a system (and corresponding method) is provided for notifying users of relevant information, services, products, updates, or other topics of interest (e.g., selected Web sites) via a network (e.g., Internet) or the like. Users are provided with an ability to predetermine the subject matter or topics of interest, and be notified whenever information is to be conveyed to the user concerning the desired subject matter. Utilizing the unique system (and corresponding method), information or content providers (e.g., Web site owners) are able to notify all (or subgroups of) users over the network of information or content to be conveyed, as well as track and measure the effectiveness of the notification information in attracting and maintaining a user base for the provided information or content.